



The health of our planet in the media



HOW DOES THE MEDIA PROMOTE HELPING THE HEALTH OF OUR PLANET?

- More eco friendly products
- Recycling campaigns
- Electric cars
- More sustainable deliveries (Amazon electric vans)
- Electric companies



How does social media help?



Help the planet group: 37K followers

VS

Rate my plate group: 3M followers



Top 2023 trends:

- The Wednesday dance
- Smash or pass
- Look sexy in slow motion
- Nail tutorials
- Body modification



WWF how to save the planet:
2.7m views

Vs

Makeup tutorial: 6.1m views



Trending Hashtags

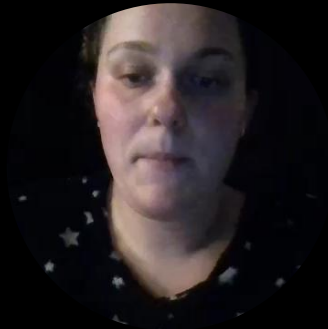
#Currysresidentevil4
#BoohooMANturns10
#Fridayfeels
#vibepayfriday





Not quite what it says on the tin

- Dolphin safe may not mean what it says
- 2,500 to 5,000 dolphins die still each year
- The ocean is the biggest part to our eco system



What we are not being reminded

- 78,415.3 metric tones of co2 produced in the UK in 2020 from manufacturing.
- Only cups the cups and cooking oil is recycled from McDonalds
- 7,000 tones of rubbish went to landfill in 2021 in the UK

The media could do more to keeps this topic the centre of attention.



References

- Dayton, Paul & Thrush, Simon & Agardy, Tundi & Hofman, Robert. (1995). Environmental effects of marine fishing. Aquatic Conservation-marine and Freshwater Ecosystems - AQUAT CONSERV. 5. 205-232. 10.1002/aqc.3270050305.
- <https://letter.ly/how-many-people-get-their-news-from-social-media/> (no date, accessed 28 march 2023)
- <https://www.gov.uk/government/statistics/uk-waste-data/uk-statistics-on-waste> (no date, accessed 26 March 2023)
- <https://www.nhm.ac.uk/discover/quick-questions/how-much-plastic-is-in-the-ocean.html> (no date, accessed 27 March 2023)
- <https://www.theguardian.com/environment/climate-crisis> (no date) (accessed 26 March 2023)
- Tabrizi, A. (2020) seaspiracy, Netflix documentary.
- Zoica. C (2023) 12 most popular Tik Tok trends of 2023 (<https://hotinsocialmedia.com/tiktok-trends/>)